

Connect-Participate-Inspire

By Sue Heusing

Over the past year our President has stressed “The Power of One” and her theme is a great transition to our incoming President’s theme of Connect-Participate and Inspire. If we take that Power of One and Connect to one other person in the credit industry, we have started to add to our network. Today networking is a key to finding new members. It doesn’t matter if we use FaceBook, LinkedIn, Twitter or a Blog, we are looking to Connect with someone. It doesn’t matter today “who you know” but what does matter is “who knows you!” Rhonda McKinney please stand. Let’s show our appreciation for providing the Power to take the next step (applaud).

The election of officers has provided a new President for next year and the new theme includes the CPI Logo using some very key words for us to use. The first we have outlined by making a connection and using some new sources to connect. Many years ago when CPI originated, the members knew each other by face to face meetings. Our goal is to continue what they started, but we can use the technology of today to find those new members. Once we have made the “Connection” we need to encourage “Participation” in

our local meetings, District Conferences, our International Conferences, but also by submitting articles for our publications. The countless hours we spend to publish two great magazines each year have provided us with great marketing tools. We can take copies to our local banks, savings and loans, credit granters in every industry to connect with prospective members, inviting them to participate in our events. Once that step is accomplished, the next is to “Inspire” them to become active in our Association. Connect, Participate, and Inspire in Credit Professionals International.

Just as some potential members, may take more than one visit to become active, we must continue to connect with them. Your new President is one of the most active participants in CPI. Her steadfast dedication to our website has provided the visibility we need to make new connections. However she cannot provide our only resource and while the website has vast amounts of information, how do people find it? You the members must make the connections to prospects, show them the value of our association in order to encourage their participation, so they become the Inspiration for the next generation. Connect...Participate...Inspire! Sounds simple and we can use the Power of One as outlined by our outgoing President

to welcome the new President into office along with the newly elected Board.

Will the officers please come forward

CPI: Secretary/Treasurer Marylyn Tack: You have been appointed to serve this association as Secretary. To you we will look for accurate minutes of the association meetings. Do you pledge to serve this association in that office?

CPI: Vice President Linda Simbeck: You have been elected to this key roll and will serve as Membership Chairman. To you we will look for ways not only to maintain our current members but to once again grow the numbers in our locals or by direct membership. You will need to stand ready to lead should the President be unable to do so. Do you pledge to serve this association in that office?

CPI: President Cindy Westenhofer: You have agreed to lead Credit Professionals International, by presiding at all meetings, representing CPI to the public and to you we will look for guidance, impartial judgment, and strong leadership. Your theme will enable us to continue as Credit Professionals International. Do you pledge to lead us?

Ladies and Gentlemen, please stand with me now and tell me that you too, will remember the theme for this next year and provide the assistance these officers need for 2015-2016. Do we have your pledge to Connect, Participate and Inspire? Please answer I Will and let's give them a round of applause. For you the members of CPI are the ones who will provide the new connections, the active participation, and the inspiration to continue in CPI.